

**STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
OFFICE OF FINANCIAL AND INSURANCE REGULATION**

**Before the Commissioner of the Office of Financial and Insurance Regulation**

In the matter of:

**Government Employees Credit Center  
dba Cash Direct Express and  
Cash Direct Express.com**

**Enforcement Case No. 12-11607  
Agency No. 12-035-RL**

Respondent.

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Issued and entered,  
this 21<sup>st</sup> day of December, 2012  
by Stephen R. Hilker  
Senior Deputy Commissioner

**ORDER TO CEASE AND DESIST**

**FINDINGS OF FACT and CONCLUSIONS OF LAW**

1. On October 12, 2012, the Senior Deputy Commissioner issued a Notice of Intention to Issue a Cease and Desist Order (Notice) pursuant to Section 9a of the Michigan Regulatory Loan Act (RLA), MCL 493.9a, against Respondent.
2. The Notice contained a statement of the facts constituting the alleged practice or violation and fixed a time and place at which a hearing would be held to determine whether an order to cease and desist should be issued against the Respondent.
3. The Notice ordered a hearing to be held on Monday, December 10, 2012, at 9:00 am at the Office of Financial and Insurance Regulation (OFIR).
4. Included in the Notice was the following language: "If the licensee fails to appear at the hearing by a duly authorized representative, the licensee shall have consented to the issuance of the cease and desist order." MCL 493.9a(3).
5. A "licensee" is "a person licensed or required to be licensed under this act" and, therefore, Respondent is a licensee. MCL 493.1(h).
6. The Notice was mailed to Respondent at its last known address of record.

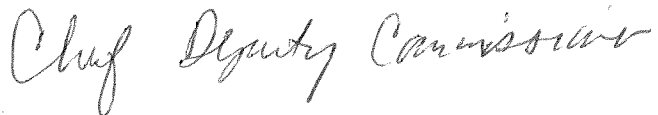
7. Respondent replied to the Notice on November 19, 2012, via fax, with follow up copies via United States Postal Service received by OFIR on November 26, 2012. Respondent's reply asked that the enforcement case be dismissed for lack of jurisdiction.
8. On December 6, 2012, OFIR filed a Response to Respondent's Motion to Dismiss.
9. Respondent failed to appear at the hearing at the scheduled time and location and, in accordance with the RLA, MCL 493.9a(3), Respondent has consented to the issuance of a cease and desist order.
10. Respondent engaged in the business of making loans within the state of Michigan to Michigan residents, through its interactive website cashdirectexpress.com, without a proper license and charged a greater rate of interest, or consideration, than permitted by law.
11. The ongoing business operations of Respondent pose a threat of financial loss and threat to the public welfare and constitute a continuing violation of the RLA.

NOW, THEREFORE, having considered the allegations in the Notice of Intention to Issue a Cease and Desist, the information contained in the case file, the Respondent's Motion to Dismiss, and OFIR's Response to Respondent's Motion to Dismiss, it is hereby **ORDERED**:

- A. Respondent and its officers, directors, members, partners, trustees, employees, agents, and control persons shall **Cease and Desist** from providing personal loans to Michigan residents in violation of the Regulatory Loan Act, MCL 492.1 *et seq.*
- B. Respondent, through its website cashdirectexpress.com, shall **Cease and Desist** from providing personal loans to Michigan residents in violation of the Regulatory Loan Act, MCL 492.1 *et seq.*
- C. This Order to Cease and Desist shall become effective at the date and time specified above and remain effective and enforceable unless terminated or set aside by a subsequent order of the Commissioner.

By:

  
Stephen R. Hilker  
Senior Deputy Commissioner

  
Chief Deputy Commissioner